

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37573  
**Alt Order #:** 08879721  
**Product Desc:** ISSUE  
**Estimate:** 1119  
**Flight Dates:** 10/13/12 - 10/20/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	29	\$125,250.00	\$106,462.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$125,250.00	\$106,462.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$125,250.00</b>	<b>\$106,462.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$125,250.00
Market	100%	\$417,500.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$104,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$20,875.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/14/12	10/14/12	Game Time/UNLV Game Time/UNLV	CM	1135p-1205a	-----S	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00
GAME TIME WITH UNLV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$500.00 0.00															
E 5	8	10/20/12	10/20/12	8 News Now Sat 11p 8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00



